

EXHIBIT 12

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN JOSE DIVISION

CHASOM BROWN, WILLIAM BYATT,) CASE NO.:
JEREMY DAVIS, CHRISTOPHER)
CASTILLO, and MONIQUE TRUJILLO,) 5:20-cv-03664-
individually and on behalf of) LHK-SVK
all other similarly situated,)
)
Plaintiffs,)
)
v.)
)
GOOGLE, LLC,)
)
Defendant.)

DEPOSITION OF GLENN BERNTSON
VOLUME I
REMOTELY IN LOS ANGELES, CALIFORNIA
FRIDAY, MARCH 18, 2022

REPORTED BY: NATALIE PARVIZI-AZAD, CSR, RPR, RSR
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JOB NO.: 5142481

CHASOM BROWN, WILLIAM BYATT,
JEREMY DAVIS, CHRISTOPHER
CASTILLO, AND MONIQUE TRUJILLO,
INDIVIDUALLY AND ON BEHALF OF
ALL OTHER SIMILARLY SITUATED,

Plaintiffs,

v.

GOOGLE, LLC,

Defendant.

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A P P E A R A N C E S

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ALSO PRESENT:

JOANN YAGER, VIDEOGRAPHER;

TONI BAKER, GOOGLE IN-HOUSE COUNSEL

1 you just said about PPID never being linked to
2 any ID.

3 So how does that differ from a
4 PPID-mapped Biscotti? What's the difference in
5 how you're using the word linked from mapped 14:39:47
6 there?

7 A. No, what I described is that its
8 representation in different parts of the system
9 will change, but it's still logically the same
10 ID. And what I mean by that is the PPID, when 14:40:01
11 a publisher passes us this thing to represent
12 their user, it comes in as a string. And when
13 we receive this value, we hash it, and then we
14 take the hashed value, the hashed string
15 provided by the publisher, we then add to it 14:40:28
16 the network ID of the publisher.

17 And so with this, we have sort of what
18 is, to the publisher, a unique representation
19 of the user. And when we store it, we store it
20 with the publisher identify -- the publisher 14:40:48
21 network code, which is unique to that
22 publisher. And when this comes in the first
23 time, we generate a new random number, and we
24 associate that random number -- which is an
25 integer -- and we store it alongside what we 14:41:06

1 pay for an ad being shown to a user, it's a
2 waste of their money to show the user the same
3 ad over and over again.

4 And so, one of the things that is used
5 fairly commonly when there is a way to identify 14:49:37
6 a user, like with a PPID, is frequency capping.

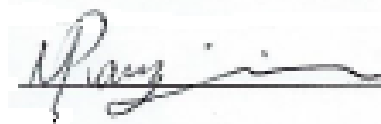
7 That is, the publisher on the reservation
8 campaign can say, "You know, I've got this deal
9 with this advertiser. I'm going to show this
10 ad a million times over the next month, but I 14:49:54
11 want to make sure that I only show that ad once
12 a week to any given user," which means then
13 that they -- if the publisher can tell the
14 advertiser that "I've got this frequency
15 capping in place," and they serve a million of 14:50:09
16 these ads, then the advertiser knows "Okay,
17 with that frequency capping in place, my ad is
18 being seen by lots and lots of people, which is
19 good for me." So frequency capping is a key
20 usage of IDs; probably the most important. 14:50:27

21 The other thing PPID can be used for
22 are rules around things that are related to
23 frequency capping. If a user has seen an ad
24 from Nike, for example, a publisher may want to
25 specify a rule saying, "Really I'm only -- if 14:50:53

1 I HAVE NOT, AND SHALL NOT, OFFER OR PROVIDE
2 ANY SERVICES OR PRODUCTS TO ANY PARTY'S ATTORNEY
3 OR THIRD PARTY WHO IS FINANCING ALL OR PART OF THE
4 ACTION WITHOUT FIRST OFFERING SAME TO ALL PARTIES
5 OR THEIR ATTORNEYS ATTENDING THE PROCEEDING AND
6 MAKING SAME AVAILABLE AT THE SAME TIME TO ALL
7 PARTIES OR THEIR ATTORNEYS. (CIV. PROC §
8 2025.320(B))

9 I SHALL NOT PROVIDE ANY SERVICE OR PRODUCT
10 CONSISTING OF THE CERTIFIED STENOGRAPHER'S
11 NOTATIONS OR COMMENTS REGARDING THE DEMEANOR OF
12 ANY WITNESS, ATTORNEY, OR PARTY PRESENT AT THE
13 PROCEEDING TO ANY PARTY OR ANY PARTY'S ATTORNEY OR
14 THIRD PARTY WHO IS FINANCING ALL OR PART OF THE
15 ACTION, NOR SHALL I COLLECT ANY PERSONAL
16 IDENTIFYING INFORMATION ABOUT THE WITNESS AS A
17 SERVICE OR PRODUCT TO BE PROVIDED TO ANY PARTY OR
18 THIRD PARTY WHO IS FINANCING ALL OR PART OF THE
19 ACTION. (CIV. PROC. § 2025.320(C))

20 DATED: MARCH 23, 2022

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22
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25 NATALIE PARVIZI-AZAD, CSR NO.14125